

contain a font less than 30 point. The «smorgasbord» principle. The desire for a ten-minute presentation to use all the features of the program can be compared with the desire to try all the dishes offered to guests in a five-star all inclusive hotel, in one sitting. Oddly enough, it can lead to a loss of individuality.

Moreover, a thorough preparation provides excellent results. The use of high-quality presentation and informative speech will not leave the listener indifferent. Correct using of modern technology helps improving the performance. In addition to this, new systems have a strong effect on listeners, allowing them to digest the material deeply.

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UDC: 796.5:338.48:005.57:004.77

SOCIAL NETWORKING AS TOURISM PROMOTIONAL ENGINE

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In the context of the tourism industry development, the social media has changed the consumer behaviour of active consumers as marketers' tourist destinations. Within social media, Instagram is currently one of the fastest growing, that's why its value for tourism industry is constantly increasing.

Social media are successfully used in the tourism industry as a medium of promotion. Its great power is as follows that: it made possible for one person to communicate with people around the world to share information of tourism product. So people consider it as their reference for travelling. Particularly, Instagram elaborated the power of visualization, individual response, and the additional facility like geotagging, video posting and Instagram direct. These facilities enable to act as low-cost of promotion channel to develop tourism destination. [1] Thus, it creates great opportunities and can be used by countries to cultivate tourism industry. The U.S. Department of the Interior (@usinteroir) shares

the most spectacular views of its landscape on Instagram, featuring its natural beauty to an international audience.

Having published this on Instagram, the Department has increased the visibility of the American landscapes in a way that no advertisement or brochure can achieve. Australia is another country who benefits from its Instagram account (@australia), as it currently has more than 3.2m followers and it showcases commissioned photography, user generated content (UGC) and witty captions. [2] Thanks to Instagram there has been a significant growth of tourists in places like the Rottnest Island in Western Australia and the lavender farms in Tasmania. Also, Lake Wanaka Tourism Board in New Zealand is a great case in point, where tourist figures shot up by 14%, representing the fastest growth rate in New Zealand in 2015. [2] In brief, Instagram is a powerful tool for free advertisement and exposure when it used for tourism on a global scale.

Social networking is a unique source for travel inspiration. Just by simply using the phones or personal computers Instagram users have access to high definition pictures and breathtaking videos of their favourite places around the world, thus changing the global travel behaviour. According to a survey conducted by Schofields, more than 40% of those under 33 prioritize 'Instagrammability' when choosing their next holiday spot. Instagram photos significantly affect people's choice as they factor more than financial cost, local cuisine and alcohol availability. [3] So we can see the role that electronic resources play in people's travel choices. Instagram even makes it easy for users to facilitate their travel plans based on photos that have captured their attention. With geotagging, viewers can identify the location of an image and conduct further searches, while saved posts of must-visit photos can be organized into collections. In essence, Instagram performs the function of the Internet's version of a global travel brochure.

On the other hand, there are some drawbacks, the main of them is that photos over the e-engine don't always give the complete picture. Places that seem peaceful, remote and pure are actually overcrowded and polluted. The visitor increase in Cuba has caused food prices to become unaffordable for locals. Local authorities in Santorini have had to put a cap on the number of day-trippers. Following the trends and the desire to replicate an experience can even be life threatening. In 2015, a 24-year-old Australian student lost her footing and fell to her death while trying to re-create the iconic shot at Trolltunga. [4] Similar reports of tourists ignoring official signage and safety warnings have been reported in sites across the globe.

Summarizing both negative and positive features of e-media it is necessary to underline the detrimental effect resulting in overtourism, environmental degradation and dangerous stunts. Therefore, it is indispensably to take into account the experience that already exists, to realize the possible results and consequences of using such a powerful Internet channel of communication. Being mainly a photo-sharing application, Instagram has excelled as an effective communication and marketing tool to display products with visual descriptions. Hence, it becomes a useful social networking platform instantly to individuals and

companies. Definitely, with such a constant increase in the number of users, its influence will only grow and spread.

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UDC:796.5:338,48:005.412 (479.24)

BALANCED ‘OPEN DOORS’ POLICY AS AZERBAIJANI TOURISM DEVELOPMENT ENGINE

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Azerbaijan is the dynamic developing country with its unique recreational resources and growing touristic potential. In 2004 the Ministry of Culture and Tourism designed a new logotype and slogan “Azerbaijan. European charm of the Orient. [2] That has been used by the government as the main tool to attract tourists all over the world. According to the State Statistical Committee of the Republic of Azerbaijan, the number of tourists visiting increased by 20% in 2017, compared to 2016 [3].

Becoming a member of the World Tourism Organization, the state has begun implementing the programs “The Development of Tourism in 2002-2005 and 2010-2014” to establish legal nominative base in the sphere of tourism. [2] The next step that was made by the government included the problem of personnel training. Particularly, one of the most successful projects between United Nations Development Program (UNDP) and Azerbaijan, which led to development of the Azerbaijan Tourism International (ATI) by providing special training courses to students and tourism sector employees. As to the country’s principal development concept, “Azerbaijan 2020: A look into the Future”. [1] As well as the previous projects, the main approach is to emphasize the strategic positions of the government to a global scale. Indeed, for investors, this opens wide opportunities, especially rapid progress of Azerbaijan infrastructure and services.

Azerbaijan is the country of contrasts, representing a new, ambitious and